



KEITH O'BRIEN'S OPENING MONDAY.

You Are Cordially Invited —AN EVENT OF EXTRAORDINARY MOMENT TO WOMEN.

So extensive has been the preparation of Keith O'Brien Company that you may safely anticipate a superlative Millinery treat. It will outmatch previous similar occasions. A comprehensive and authoritative showing of exclusive modes—charming innovations mirrored in magnificent assemblage—styles direct from Paris—creations signaling the trend of New York fashions. The reputation of this store will be fully maintained in this magnificent showing of correct styles. The beautiful displays will afford a view of Millinery of every description.

Advanced Styles.

Autumn Showing of Cloth Suits, Coats and Skirts.

It is matter of exceeding pride with this section that it is always able to meet, because of the extent and variety of its offerings, the individual ideas and tastes of its patrons.

Ladies' Tailor Made Suits.

Much interest centers in the Herringbone cheviot, made with a short coat strapped with the same material, cuffs and collars inlaid with velvet; the coat lined with satin. The colors are hunter's green, golden brown, black \$27.50 and navy blue. Special at

Cravenette Coats.

New models are shown in the long rainproof, collarless style and trimmed with braid. Tan, oxford and olive \$12.75

New Fall Skirt.

A most elaborate showing is made in the latest novelty effects in walking skirts, dress and circular skirts. The newest fabrics are employed. The prices range from \$4.95 to \$35.00 with the exception of the circular skirt of which the lowest price is \$14.75

Millinery of exquisite design and individual character call for prices very often beyond the means of the average woman. It has been the effort of Keith-O'Brien Company for several seasons to bring about a general lowering of established millinery prices. The company is pleased to announce the perfection of such arrangements with factories, as will permit of a decided reduction in Millinery in its entirety. Beautiful headwear is now possible for every lady of refined taste, at prices lower than is customary. The following houses have contributed to the opening:

PATTERNS FROM PARIS.

Georgette, Veriot,
Esther Meyers, Paul & Bertha
Susanne Blum, Veriot,
Carmille Rogers,

NEW YORK MODES.

Lichtenstein, Francois,
E. Elsworth Nile, Louise,
Josephs, CHICAGO EXPRESSIONS,
Gage.

PROGRESS IN MILLINERY.

AN INTERESTING STORY RELATIVE TO INEXPENSIVE HEADWEAR.

The high degree of excellence attained by Keith-O'Brien Company in exclusive displays of Correct Millinery has given impetus to the impression that this is essentially a store for the display only of the more expensive hats.

The remarkable attainments of our expert help, influenced in their conceptions by the style atmosphere peculiar to this store, are revealed in the surpassingly beautiful selections of Fall modes that are now ready—ingenious copies of artistic Patterns.

The demand for refined, exclusive, yet moderately priced Trimmed Millinery leads us to cater to the trade desiring hats at \$8.00, \$10.00 and \$12.00 with interest equal to that extended those customers who demand the very best.

Our prestige has increased until our Millinery Section has taken precedent as the greatest source of original conceptions and for the cleverest adaptations of French Millinery known in the annals of local trade—an aggressiveness appreciated by our patrons.

New Black Dress Goods.

Special Showing of At- tractive Weaves.

The Fall season is ushered in with an unusually strong showing of black fabrics.

A hundred different styles will greet you. Foremost among them are Panamas, Serges, Broadcloths, Henriettas, Prunella, Crepes, Veilings, Voiles, Poplins, Wool Taffetas and so forth and so on.

Dress Goods Special At 59 cents.

For the week the store will place on sale a handsome collection of popular priced materials—undoubtedly the nicest we have ever shown for the money.

38 inch beautifully finished worsted suitings in neat, pleasing and effective checks. A full line of new Autumn colorings in Panama cloth, Scotch mixtures, mohair mixtures, plaids, and so forth and so on.

Every piece is fresh and new and the values run 65 and 75 cents.